

**CITY OF BEVERLY
PUBLIC MEETING MINUTES**

BOARD OR COMMISSION: City of Beverly Design Review Board
DATE: January 8, 2026
LOCATION: City Hall Third Floor Conference Room A
MEMBERS PRESENT: Chair Jon Ouellette; Michael Barone Jr.; Kenneth Clawson;
Ellen Flannery; Emily Hutchings; Joanna Scott
RECORDER: Kristan Patenaude

Clawson called the meeting to order at 6:30 p.m.

1. Applications:

a. Batten Bros. Signs c/o Ed Batten, 893 Main Street, Wakefield, MA 01880. Sign:
Cabot Wealth Management, 48 Dunham Ridge Road

Edward Batten, Batten Bros. Signs and representing Cabot Wealth Management, explained that the proposed sign will meet the Cummings Center requirements, including all letters mounted on a raceway and it being internally illuminated. The raceway will extend the length of the letters, and the letters will be black with white LED illumination. This will be the only set of channel letters on the building.

Clawson noted that the height of the sign does not meet the zoning requirements, but the sign is proposed to be in an appropriate and logical location for the building.

Ouellette: Motion to approve the sign as proposed for 48 Dunham Ridge Road, Cabot Wealth Management. Flannery seconds. Motion carries (6-0).

b. Cody Curtin, 11 Mason Street, Peabody, MA 01960. Sign: **Mystryde Athletic Club**, 150 Brimbal Ave

Cody Curtin, representing the applicant, explained that the proposal is for a channel letter sign with white acrylic faces, trim cap return, and white illuminated internal LEDs.

Clawson noted that, measured the typical way, the sign totals approximately 36.67 s.f., but measuring just the area that contains writing on the sign keeps it within the requirements. The sign is not out of scale and is proportionate to nearby signs.

Hutchings stated that it would be a benefit to current and future tenants of this development to obtain a blanket Special Permit for additional size and scale for signs.

There was discussion regarding making the letters larger within the sign, but Curtin explained that this may not work with the proposed layout.

45 Flannery: Motion to approve the signage for Mystryde Athletic Club, as presented. Ouellette
46 seconds. Motion carries (6-0).
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48 **2. Approval of Design Review Board meeting schedule for 2026**
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50 This item was previously approved.
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52 **3. Draft Meeting Minutes (as available)**
53 **i. December 4, 2025**
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55 Hutchings: Motion to approve the December 4, 2025, meeting minutes, as presented.
56 Flannery seconds. Motion carries (6-0).
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58 **4. Adjourn**
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60 Clawson: Motion to adjourn. Flannery seconds. Motion carries (6-0).
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62 Meeting adjourns at 7:04 p.m.